

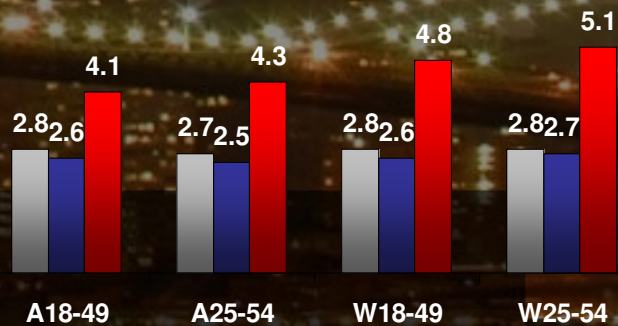
# Live from New York!

35 seasons of cutting-edge comedy, and still going strong!



## Great momentum into Spring 2010!

SNL Toronto EM Achievements (BBM Canada PPM Data)



■ FL09 Actuals (Sept 14 - Dec 20/09)  
 ■ SP10 STD Actuals (Jan 4 - Mar 13/10)  
 ■ Mar 13/10

- SNL's March 13 episode with host Jude Law and musical guest Pearl Jam **exceeded the SP10 STD average by 58% for A18-49 and 88% for W25-54!**
- Overall, SNL is **meeting estimates** across the four key demos in Toronto, Vancouver and Calgary!

## Upcoming Highlights



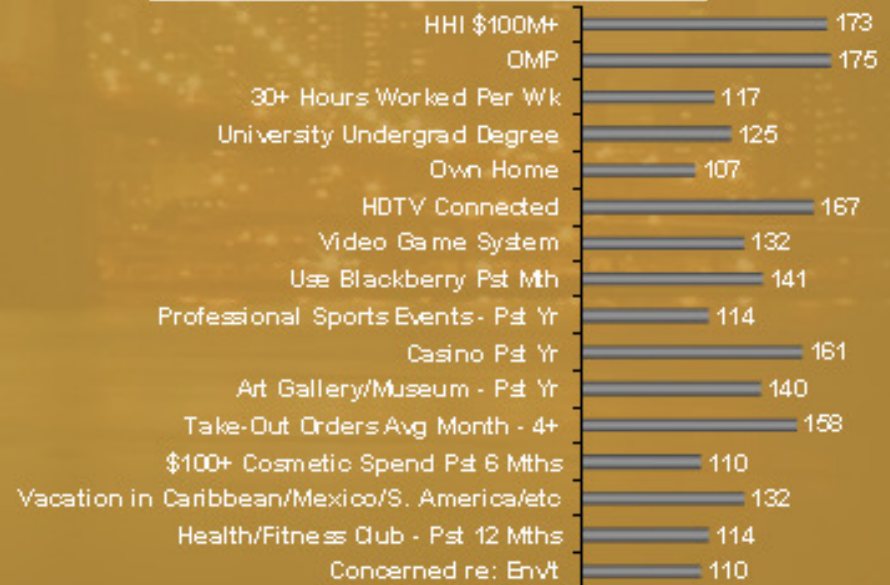
Betty White (May 8)

**Betty White** will be hosting a very special SNL on **May 8!** A viral campaign entitled "Betty White To Host SNL (Please?)" attracted the attention of producers when nearly 500,000 people joined the petition on Facebook.

Other upcoming hosts include **Tina Fey** and **Ryan Phillippe!** **Saturday Night Live in the 2000s** special airs April 15!

SNL viewers are 75% more likely to be owners, managers or professionals

Saturday Night Live - Qualitative Profile (A18-49)



Source: BBM Extended Diary / Saturday Night Live indexed to Total TV, Mo-Su 6a-2a FL09 Total Canada

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